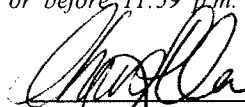


PATENT
RESPONSE UNDER 37 CFR 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 3688

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on August 21, 2008 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.


Christina L. Vann

Appl No. : 10/612,518 Confirmation No. 3534
Applicant : Lertzman, John E.
Filed : July 2, 2003
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY
MARKETING
TC/A.U. : 3688
Examiner : Michael H. Goldman
Docket No. : 50578/C995
Customer No. : 23363

AMENDMENT AFTER FINAL ACTION

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068
August 21, 2008

Commissioner:

In response to the Office action of May 29, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.